

Cap 3
MONTHLY REPORT OF SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
FOR June 1945

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U. S. DEPARTMENT OF AGRICULTURE

Principal operations of the Division which concern public information about various phases of the extension program, material developed for extension field use, and some of the service and information activities for the States and counties.

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*This section does not include activities in these media which support specific programs.

I. ANTI-INFLATION

Completed

- (1) Weekly Letter to Extension Directors, June 2, re:
(a) Ohio Community Institute Circular No. 12 (land prices).

II. COTTON

Completed

- (1) Weekly Letter to Extension Directors, June 9, re:
(a) Memphis cotton conference.
- (2) Weekly Letter to Extension Directors, June 23, re:
(a) A conversion program for the cotton South.

In preparation

- (1) Leaflet, "7 Steps for Extra Cotton Profits." Tentative text prepared for leaflet.
- (2) Facts about cotton, largely economic, to backdrop cotton educational program.
- (3) What-and-why leaflet explaining cotton points.

III. 8-POINT DAIRY PROGRAM

Completed

- (1) Participated in Office of Information meeting to lay plans for exhibit of 8-point informational materials for display during July meeting of Dairy Industry Committee.
- (2) Weekly Letter to Extension Editors, June 5, re:
(a) Needed--information materials on 8-Point Dairy Program.

IV. FARM LABOR

Completed

- (1) At request of Washington Times-Herald, arranged for special photographs of Camp Mil-Bur activities to illustrate forthcoming article.
- (2) Carl Hancock visited State headquarters in South Carolina, Georgia, and Alabama to discuss information phases of farm labor with State extension editors.
- (3) Conferred with representative of Parade Magazine who plans a VEV picture story in White Sulphur Springs, W. Va.

- (4) Division representatives attended dinner-conference sponsored by Curtis Publishing Co., at which the publicity program of Country Gentleman supporting farm labor was outlined.
- (5) Weekly Letter to Extension Editors, June 5, re:
(a) Farm labor information kit.
- (6) Weekly Letter to Extension Editors, June 19, re:
(a) Hugh Eames takes over farm labor desk.
(b) Parade to picture VEV story.
- (7) Weekly Letter to Extension Editors, June 26, re:
(a) Monitor carries Crop Corps feature.
- (8) 85,000 prisoners of war available for farm labor -- mentioned in On the Docket for June Extension Service Review.

V. FARM SAFETY

Completed

- (1) Prepared illustrated article on safety activities of State extension services for use by OWI.
- (2) Announcement to States of availability of Farm Safety Week information kit, prepared by the National Safety Council, Chicago, Ill. Kits were distributed by National Safety Council.
- (3) National Farm Safety Week mentioned in On the Docket for June Extension Service Review.

VI. FARM SUPPLIES AND TRANSPORTATION

VII. FAT SALVAGE

Completed

- (1) Weekly Letter to Extension Directors, June 2, re:
(a) Fat salvage far ahead in rural areas.

VIII. FIRE PREVENTION

IX. FOOD PRODUCTION

Completed

- (1) Weekly Letter to Extension Directors, June 2, re:
(a) Congressional food hearings in West.
(b) Report of seed certified.
(c) Meat subsidy materials in preparation.
- (2) Weekly Letter to Extension Directors, June 9, re:
(a) Peach marketing problem in 10 Southern States.
- (3) Weekly Letter to Extension Directors, June 16, re:
(a) AAA taking steps to get corn to feeder areas.
(b) Crop Report does not alter garden situation.
- (4) Weekly Letter to Extension Directors, June 23, re:
(a) Browne reports on Pacific farming operations.
(b) Soil and water conservation needs.
- (5) Weekly Letter to Extension Directors, June 30, re:
(a) Wheat and rye goals.
- (6) Weekly Letter to Extension Editors, June 5, re:
(a) Beef cattle (USDA press release, Details of Beef Cattle Production Payment to Feeders).
- (7) Every man does his part, by C. L. McNelly, district county agent leader, Minnesota, June Review.
- (8) Campaign to save wet corn moves 90 million bushels. June Review.
- (9) Oklahoma figures talk. June Review.

In Preparation

- (1) Slidefilm, Food Crops From Wasted Areas, being prepared in cooperation with SCS.

X. 4-H CLUB WORK

Completed

- (1) Weekly Letter to Extension Editors, June 5, re:
(a) 4-H activity to be viewed by editors and writers.
- (2) Weekly Letter to Extension Editors, June 19, re:
(a) Clara Bailey reports (4-H dress review sponsored by Spool Cotton Co. New York City, June 7).
- (3) 4-H campaigns against cattle grub, June Review.
- (4) County 4-H Club get-together. June Review.

- (5) Citrus culture as a 4-H project. June Review.
- (6) Veteran 4-H leaders, Kentucky. June Review.
- (7) Memorial forest, Hagerstown, Md., ~~The Once-over~~, June Review.
- (8) 4-H Club boys visiting Mexican youth. The Once-over, June Review.
- (9) Background material on 4-H organization and 4-H forestry work supplied Tractor Farming magazine.
- (10) Material on six 4-H activities for possible citation on Youth on Parade radio program supplied Dolphe Martin, WEEI.

In preparation

- (1) Information program to support 4-H postwar program.

XI. GOOD NEIGHBOR RELATIONS (Latin-American)

Completed

- (1) Prepared script for radio transcription by Director M. L. Wilson extending greetings to Americans in Puerto Rico, which was broadcast over Actualidad Agricola program, June 15.
- (2) In cooperation with Office of Supply, arranged for radio interview of five Latin-American students who will study extension methods in Puerto Rico.
- (3) Also prepared article on these students (item 2) which was released through foreign desk of A.P. and U.P.
- (4) Weekly Letter to Extension Directors, June 23, re:
(a) Orientation program for newly arrived Chinese students.
- (5) Prepared news story on international organization formed by trainees, which was released by Office of Information.
- (6) Arranged luncheon interview of five trainees by writers of Department and CBS farm staff.

In Preparation

- (1) Preparation of article in cooperation with Gerbert N. Bastos for publication in Review.
- (2) Arranged for articles by Latin-American trainees on extension methods adaptable to their countries, which will be used in processed leaflet.

XII. HOME DEMONSTRATION WORK

Completed

- (1) Prepared script for radio interview of Mary Loughead by Ruth Crain of WMAL on food situation and canning equipment, June 12.
- (2) South Dakota Homemakers Write Their Own Story. June Review.
- (3) A Wholesome Trend--Texas. June Review.

In preparation

- (1) Stories on home demonstration activities, material for which was obtained on field visit of Extension staff member to Nebraska, Minnesota, and Kansas.
- (2) Article on work simplification for Successful Farming to be prepared in collaboration with Mary Rokahr.

XIII. HOME FOOD PRESERVATION

Completed

- (1) Slidefilm No. 660, Canning Fruits and Vegetables, prepared in cooperation with HNHE.
- (2) Weekly Letter to Extension Directors, June 2, re:
(a) Distribution of home food-preservation kits.
- (3) Weekly Letter to Extension Editors, June 26, re:
(a) Mats for home canning program.

In preparation

- (1) Slidefilm No. 663, Home-grown Food: Production--Preservation.
- (2) Revision of slidefilm No. 661, Canning Vegetables, in cooperation with HNHE.

XIV. LOCAL LEADERS

Completed

Division representative acted as recording secretary of meeting of Committee on Volunteer Leaders; also for meeting of committee and meeting of sub-committee.

XV. NEGRO EXTENSION WORK

Completed

- (1) Prepared in cooperation with Office of Information, slides on Tom Campbell's trip to Africa used at Negro conference.
- (2) Weekly Letter to Extension Directors, June 30, re:
(a) Negro leaders' conference.
- (3) Met with Negro agents and explained ways in which the Federal office could help in strengthening their program with rural people.
- (4) Prepared item on media that the agents can use in getting information on farm and home practices to rural people.
- (5) Plan Negro 4-H camp. June Review.
- (6) Negro farmers set goals. June Review.

XVI. NUTRITION AND HEALTH

Completed

- (1) Weekly Letter to Extension Directors, June 2, re:
(a) Better health for rural America.
- (2) Weekly Letter to Extension Editors, June 19, re:
(a) Disney animates nutrition problems and progress.

XVII. OLDER YOUTH

Completed

- (1) Staff member acted as recording secretary of regular meeting on older rural youth; also for meeting of subcommittee.

XVIII. POSTWAR PLANNING

Completed

- (1) Talked with staff members of Office of Information, bringing them up to date on some of the activities carried on in some of the North Central States.
- (2) Conferred with members of Extension economic staff to determine what has been done, what is being done, and what needs to be

done to give effective information support to postwar planning (June 9).

- (3) Weekly Letter to Extension Directors June 9, re:
(a) Sterling County (Tex.) postwar plans.
- (4) Weekly Letter to Extension Editors, June 12, re:
(a) Extension editors and postwar information.
- (5) The Key to Community Prosperity, prepared on request for Kiwanis Magazine.

In preparation

- (1) Extension information program to support postwar planning.

XIX. PUBLICATIONS

Completed

- (1) Weekly Letter to Extension Editors, June 5, re:
(a) Publication Workshop.
(b) Research Achievement Sheets.
- (2) Weekly Letter to Extension Editors, June 12, re:
(a) How do you classify your publications?
(b) Arkansas Extension Editor Mewis commends publication workshop.
- (3) Weekly Letter to Extension Editors, June 26, re:
(a) Research Achievement Sheets.
- (4) Revision of ESC-323, List of Extension Service Publications.
- (5) In response to 1,596 requests during the month, 161,051 copies of Department and other Government agency publications were supplied to State extension workers. 128,100 sheets of material were duplicated for extension use.
- (6) 152 jobs consisting of 841 pages were edited.

XIX. PUBLICATIONS
(Cont'd)

Completed

- (1) Arrangements were made for the distribution of the following publications to State extension headquarters:
Poison Ivy, Poison Oak, and Poison Sumac: Identification, Precautions, and Eradications, FB-1972.

Irrigated Pastures for Food Production and Soil Conservation,
FB-1973.

4-H in War and Peace.

Water Requirements for Alfalfa, C-735.

Better Health for Rural America.

Knitwear Make-overs, MP-575.

The Dairy Herd Improvement Associations' Program, FB-1974.

Vitamin A in Butter, MP-571.

Cooking With Dried Eggs, AIS-28.

Packaging of American Cotton and Methods for Improvement, C-736.

Soil Treatment an Aid in Termite Control, AIS-30.

Some Soil Properties Related to the Sodium Salt Problems
in Irrigated Soils, TB-902.

Farm Building with Logs.

Poultry Houses.

Caterpillars in the South.

Careers in Forestry.

Cooperatives in the Postwar Period.

Farm Safety poster.

Supplement to Economic Stabilization Program Book.

Check list of materials on postwar in Agriculture.

Planting and Harvesting Dates.

Something You Didn't Eat (poster and promotional flyer).

Color Measurements and Its Application to the Grading
of Agricultural Products.

Better Vegetables for the South.

- (2) Prepared two letters to State publication distribution officers
on status of publications.

XIX. PUBLICATIONS (Cont'd)

In preparation

- (1) The Agricultural College Extension Editor, a composite view
of his objectives, functions, relationships, and responsibilities.
- (2) Plans for follow-up action with the States on the publication
workshop.

XX. RADIO (General)*

Completed

- (1) Information Case Report No. 14 on Nebraska's Feeders Day by radio,
prepared for information of State extension editors.
- (2) Weekly Letter to Extension Editors, June 5, re:
(a) Radio survey--Cornell University's WHCU.
(b) Puerto Rico--Motion Pictures; Radio.

*This section does not include activities which support specific programs.

- (3) Weekly Letter to Extension Editors, June 12, re:
 - (a) Information Case Report No. 14 (Radio programs for Nebraska's Feeders Day).
 - (b) USDA transcriptions.
 - (c) To help in localizing USDA transcriptions.
- (4) Weekly Letter to Extension Editors, June 19, re:
 - (a) USDA transcriptions.
 - (b) Ken Gapen on the go again.
- (5) Weekly Letter to Extension Editors, June 26, re:
 - (a) USDA transcriptions.
- (6) Radio schools in Montana, by Louis G. True, June Review.

In preparation

- (1) Revision of radio handbook for extension workers.

XXI. RATIONING AND PRICE CONTROL

XXII. REHABILITATION OF WAR-TORN COUNTRIES

In Preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries (in press).

XXIII. VETERANS

Completed

- (1) Prepared exhibits of State publications supporting veterans' activities for display in Director's office, and in patio.
- (2) Weekly Letter to Extension Directors, June 9, re:
 - (a) Case reports on veterans on farms wanted for Army-Navy film.
- (3) Weekly Letter to Extension Directors, June 16, re:
 - (a) Agricultural information for armed forces.
 - (b) Significant step--troop education in Europe.
- (4) Weekly Letter to Extension Editors, June 12, re:
 - (a) Case reports of veterans on farms.

- (5) Weekly Letter to Extension Editors, June 19, re:
(a) Veterans--Case reports and publications.
- (6) Rural policy committee meets. June Review.
- (7) What the GI wants. June Review.

In Preparation

- (1) Information program for extension cooperation in support of veterans on the land.
- (2) Revision of fact sheet about State extension activities in support of veterans' aid program.
- (3) Cooperation with Army-Navy Screen, Long Island, New York, in supplying local stories on how veterans were aided in farming by extension workers, for incorporation in motion picture, being produced to orient soldiers in the good and bad features of farming. Consulted with Maryland director regarding the services of Kent County Agent McVean to appear in the picture, at the request of representatives of Army-Navy Screen.

XXIV. VICTORY GARDENS

Completed

- (1) Weekly Letter to Extension Directors, June 2, re:
(a) Chicago victory garden conference.
- (2) Weekly Letter to Extension Directors, June 9, re:
(a) Regional victory garden and home food supply meetings.
- (3) Weekly Letter to Extension Editors, June 5, re:
(a) Statement by the President.
- (4) Weekly Letter to Extension Editors, June 12, re:
(a) More on MacArthur medal (for Scout gardeners).
(b) Editors' contribution to victory garden meetings.
- (5) Weekly Letter to Extension Editors, June 19, re:
(a) More about that hydroponic garden record.
- (6) Weekly Letter to Extension Editors, June 26, re:
(a) Visual presentation of State material (on victory garden and food preservation).
- (7) Victory gardens included in On the Docket for June Review.

In preparation

- (1) Visual report and factual progress summary of State extension service activities in support of victory gardening and home

food production as of June 15.

XXV. (VISUAL AIDS (General))*

Completed

- (1) Prepared Information Case Report on New York periodical, The Graphic Extensioner, for information of State extension editors.
- (2) Prepared 15 spots to animate letters for use of extension editors.
- (3) See XX Radio (item 2 b).
- (4) Weekly Letter to Extension Editors, June 19, re:
(a) Monthly letter to USDA film depositories.
- (5) Weekly Letter to Extension Editors, June 26, re:
(a) Missouri holds visual aids conferences.
- (6) Extension Photographer Edwin C. Hunton visited States of California, Oregon, Washington, and Utah to get photographs illustrating different phases of extension work.
- (7) Slides do the teaching. June Review.
- (8) Conferred with Office of Information on motion picture production program. Also discussed Extension Service's cooperation.

In Preparation

- (1) Revision of slidefilm catalog (in press).
- (2) Perfection of plans for distribution of USDA movies through the Extension Service for rural use.
- (3) Extension program for production of window displays.
- (4) Pictorial exhibit for extension staff.
- (5) Handbook on visual aids (illustrated)
- (6) Coordination of distribution of publications with showing of Department motion pictures.
- (7) Organizing a County for Extension Work, Claiborne County, Tenn., motion picture. Completing and distributing motion picture filmed by County Agent C. W. Davis.

*This section does not include activities in support of specific programs.

XXV. VISUAL AIDS (General)*
(Cont'd)

In preparation

- (8) Filmstrip series presenting in a simplified manner points on:
 - (a) Preparing effective circular letters.
 - (b) Hints on home-made posters.
 - (c) Hints on radio presentation.
 - (d) News-writing hints for volunteer reporters.
 - (e) Ideas on visual presentation (all types of visual aids).
 - (f) Home-made charts and graphs to interpret talks.
 - (g) How information and visual aids can strengthen your program.
- (9) Filmstrip series presenting in a simplified manner hints on better photography for county extension agents having inexpensive photographic equipment.
- (10) Obtaining of funds to assist in production of motion pictures, Prepared memorandum to Business Administration requesting allotment of funds.

XXVI. WORLD SECURITY ORGANIZATION

Completed

- (1) Weekly Letter to Extension Directors, June 23, re:
 - (a) Assistant Secretary reports on San Francisco.
- (2) Letter to State extension directors requesting materials and report on support given to discussion program on Dumbarton Oaks.

XXVII. MISCELLANEOUS

Completed

- (1) Met with Marvin Sandstrom and the regional information officers of the Office of Supply (June 13) to discuss relationship and procedural problems in using information channels to support cooperatively such programs as fat salvage, school lunch, surplus food, price supports, and the like.
- (2) Prepared Information Case Report on Iowa's farm special for information of Extension editors.
- (3) Organized Editorial Advisory Committee meeting (June 18-23). Department's information program was reviewed, relationships discussed, and recommendations made for a better coordinated, and more effective information program. The recommendations

will be mimeographed and distributed to extension editors and Department information personnel concerned.

- (4) Information Case Report on This Month in Rural Alabama (news service to newspapers) for information of extension editors.
- (5) Prepared article for Better Farming Methods entitled "FHA's Pacific Farms Largely an Extension Job," at request of Mr. Brigham.
- (6) Division staff member attended regional Ace meeting at Rapid City, S. Dak., and conferred with extension editors from North Dakota, South Dakota, Montana, Nebraska, Wisconsin, and Colorado, with respect to coordinating the information programs in support of national agricultural programs.
- (7) Weekly Letter to Extension Directors, June 2, re:
 - (a) On the legislative front (S.383).
 - (b) S.1087 introduced by Senator Thomas of Oklahoma.
 - (c) Directors' committee meetings postponed.
 - (d) ICC ruling on freight rate important to agriculture.
 - (e) Wool freight rate hearings.
- (8) Weekly Letter to Extension Directors, June 9, re:
 - (a) Reports that tell the Extension story (N.C. 1944 annual report).
 - (b) Jefferson Memorial Auditorium dedicated.
 - (c) NEA materials direct to you.
 - (d) Surplus property.
 - (e) Bankhead-Flannagan Act.
 - (f) New Under Secretary-designate.
- (9) Weekly Letter to Extension Directors, June 16, re:
 - (a) Hearings on deficiency funds under P.L.76.
 - (b) Boatman to head Shrivenham agricultural section.
 - (c) Flood control appropriation extended.
 - (d) Mr. Whittle to edit new extension paper.
- (10) Weekly Letter to Extension Directors, June 23, re:
 - (a) Qualification requirements of certain positions in the Department of Agriculture.
 - (b) Iowa initiates new aids for county workers.
 - (c) Extension Editor Advisory Committee here.
- (11) Weekly Letter to Extension Directors, June 30, re:
 - (a) WFA terminated.
 - (b) New Secretary.
 - (c) Reorganization rumors.
 - (d) Bankhead-Flannagan appropriation.
 - (e) Regional conferences (extension directors).
 - (f) A Thank you!
 - (g) Rural library institute.
 - (h) Surplus medical supplies.
 - (i) Visitors here.

- (12) Weekly Letter to Extension Editors, June 5, re:
 - (a) Director of university relations--Wyoming.
 - (b) New fashions in Extension annual reports (N.C. 1944 report).
 - (c) Iowa Farm Special--Information Case Report No. 13.
 - (d) Exclusive releases to extension editors.
 - (e) Snapshots.
- (13) Weekly Letter to Extension Editors, June 12, re:
 - (a) Editor Advisory Committee.
 - (b) First Ace president editor of new extension periodical.
 - (c) State extension information personnel (list enclosed).
 - (d) Snapshots.
- (14) Weekly Letter to Extension Editors, June 19, re:
 - (a) Flies through the air with the greatest of ease (Graham, Okla.)
 - (b) For your file on Clinton P. Anderson (photograph).
 - (c) OS information men here.
 - (d) Higginbotham describes use of Weekly News Service.
 - (e) Kansas stories received warm welcome.
 - (f) Snapshots.
- (15) Weekly Letter to Extension Editors, June 26, re:
 - (a) Editor Advisory Committee.
 - (b) Conference side lights.
 - (c) Little efforts that help good relations.
 - (d) Koenig to be executive assistant to Anderson.
 - (e) Add--N. C. annual report.
 - (f) Parade planning another agricultural feature.
 - (g) True preparing to record eclipse.
 - (h) Snapshots.
- (16) Attended planning meeting of committee to define scope of Extension's educational program.
- (17) Talked with Henry Hoke, editor of Reporter of Direct Mail Advertising, regarding activities of the Extension Service on using direct mail for farm and home improvement. Information supplied for feature story on this subject.
- (18) Keeping Farmers Abreast with Science Through Extension Education, prepared for OWI for publication in America.
- (19) Experiences in Agricultural Russia. Summary of Director Wilson's visit to Russia in 1929, prepared for publication in OWI's America.

In preparation

- (1) Slidefilm on cultivated grasses, in cooperation with BPISAE.
- (2) Alfalfa, in cooperation with BPISAE.
- (3) Annual report of Cooperative Extension Work, 1945.
- (4) Plans for working out in cooperation with other divisions a

report on the wartime accomplishments of the Cooperative Extension Service.

- (5) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.
- (6) Division conference clinic to analyze program, ascertain problems to be met, determine how they might be solved, and see what adjustments are necessary to make program more effective.
- (7) List of former extension workers.